

## Message Text

CONFIDENTIAL

PAGE 01      GEORGE 00643 01 OF 02 301112Z  
ACTION ARA-10

INFO OCT-01 IO-13 ISO-00 AID-05 TRSE-00 DHA-02 OMB-01  
CIAE-00 DODE-00 PM-04 H-01 INR-07 L-03 NSAE-00  
NSC-05 PA-01 PRS-01 SP-02 SS-15 /071 W  
-----301153Z 049274 /11

R 291900Z MAR 77  
FM AMEMBASSY GEORGETOWN  
TO SECSTATE WASHDC 4415  
INFO AMEMBASSY BRASILIA  
AMEMBASSY CARACAS  
AMEMBASSY KINGSTON  
AMEMBASSY PARAMARIBO  
AMEMBASSY PORT OF SPAIN  
USMISSION USUN NEW YORK  
USIA WASHDC

C O N F I D E N T I A L SECTION 1 OF 2 GEORGETOWN 0643

USIA FOR ILA/EUBANK

E.O. 11652: GDS  
TAGS: PROP, SOPN, GY  
SUBJECT: GOG PRESS TREATMENT OF US  
  
REF: GEORGETOWN 0435

SUMMARY: GOG PRESS COVERAGE OF US SINCE FEB 25, HAS BEEN FOCUSED ON CARTER ADMINISTRATION'S INITIATIVES CONCERNING RELATIONS WITH CUBA, ERADICATION OF APARTHEID IN SOUTH AFRICA, HUMAN RIGHTS ISSUE, AND ECONOMIC AID. IN PRESENTING US IN FAVORABLE LIGHT, PRESS HAS MADE SHARP TURNAROUND FROM ITS CRITICAL COVERAGE LAST YEAR. BALANCED COVERAGE OF US AND SOCIALIST COUNTRIES REFLECTS GOG'S COMMITMENT TO NON-ALIGNMENT. END SUMMARY.

1. PRESS TREATMENT OF US IN GOG-CONTROLLED PRESS HAS PRESENTED IMAGE OF NEW US ADMINISTRATION TAKING POSITIVE INITIATIVES IN  
CONFIDENTIAL

CONFIDENTIAL

PAGE 02      GEORGE 00643 01 OF 02 301112Z

FOREIGN POLICY. SPECIFICALLY, COVERAGE HAS FOCUSED ON THE ADMINISTRATIONS'S SOUTHERN AFRICA POLICY, HUMAN RIGHTS ISSUE, THE NEW US ATTITUDE TOWARD CUBA, AND POTENTIAL FOR INCREASED AID. SINCE MINISTER OF INFORMATION AND CULTURE FIELD-RIDLEY OFFERED TO MOUNT A CAMPAIGN TO IMPROVE US IMAGE IN MEDIA ON FEB 25 (REFTEL), PRESS HAS MADE ALMOST DAILY USE OF USIS WIRELESS FILE ITEMS AND HAS FEATURED

REUTER-CANA REPORTS ON US DEVELOPMENTS. SIMILARLY, BOTH THE GOG RADIO GBS AND THE PRIVATELY OPERATED RADIO DEMERARA HAVE USED WIRE SERVICE REPORTS WHICH GAVE POSITIVE TREATMENT OF CARTER ADMINISTRATION.

2. EVEN BEFORE FIELD-RIDLEY'S INITIATION OF PRESS CAMPAIGN, MEDIA DURING FEBRUARY HAD DISPLAYED INTEREST IN CARTER ADMINISTRATION'S STEPS TO IMPROVE US-CUBA RELATIONS. CONGRESSMAN JONATHAN BINGHAM'S VISIT TO CUBA AND ESPECIALLY HIS STATEMENT THAT US WAS CONFRONTED WITH OPPORTUNITY TO NORMALIZE RELATIONS WITH CUBA WERE GIVEN MUCH COVERAGE. CITIZEN OF FEB. 18 RAN EXTENSIVE USIS WIRELESS FILE STORY PLACING EFFORTS TO IMPROVE US-CUBA RELATIONS IN PERSPECTIVE OF NEW LOOK BROUGHT BY PRESIDENT CARTER TO US GOVERNMENT. ACCORDING TO REPORTER, QUOTE IT IS A NO NONSENSE LOOK: NOTHING IS TO BE TAKEN FOR GRANTED, WHETHER IT IS AN OBSCURE AND INNOCUOUS GOVERNMENT AGENCY OR A MAJOR PART OF FOREIGN POLICY UNQUOTE. MARCH 17 CHRONICLE CARRIED USIS ITEM WHICH DESCRIBED REMOVAL OF RESTRICTIONS OF TRAVEL TO CUBA AS PART OF US EFFORT TO IMPROVE RELATIONS WITH CUBA AND PLACE US IN LINE WITH THE PROVISIONS OF HELSINKI ACCORDS.

3. CARTER ADMINISTRATION'S EMPHASIS ON HUMAN RIGHTS AS ELEMENT OF FOREIGN POLICY HAS BEEN CLOSELY FOLLOWED IN PRESS. CHRONICLE OF MARCH 21 FEATURED LONG ARTICLE QUOTING DEPUTY SECRETARY WARREN CHRISTOPHER'S STATEMENT TO CONGRESS THAT US WILL SEEK TO QUOTE INSPIRE, PERSUADE, AND REWARD OTHER COUNTRIES FOR THEIR HUMAN RIGHTS POSITIONS  
CONFIDENTIAL

CONFIDENTIAL

PAGE 03      GEORGE 00643 01 OF 02 301112Z

RATHER THAN PENALIZE THEM UNQUOTE. REPETITION OF THAT ARTICLE IN MARCH 23 CITIZEN IS INDICATION OF IMPORTANCE GOG ATTACHES TO THIS ISSUE. CARTER'S REMARKS TO THE UN ON HUMAN RIGHTS HAVE BEEN FULLY COVERED IN PRESS.

4. CARTER ADMINISTRATION'S APPROACH TOWARDS AFRICA IS RECEIVING SIMILAR FULL COVERAGE. MARCH 25 CHRONICLE RAN USIS ITEM REPORTING ASSISTANT SECRETARY OF AFRICA WILLIAM SCHAUFLE'S STATEMENT THAT QUOTE THERE ARE MANY AFRICAS AND THE US SEEKS TO HAVE A POLICY TOWARD ALL OF THEM UNQUOTE. US SUPPORT FOR RACIAL JUSTICE AND EFFORTS TO KEEP GREAT POWER RIVALRY OUT OF AFRICA WERE DESCRIBED AS CORNERSTONES OF CARTER'S AFRICA POLICY. PRESS HAS CARRIED REITER-CANA ITEMS REPORTING AMBASSADOR YOUNG'S PLEDGE MADE AS PRESIDENT OF THE SECURITY COUNCIL THAT US WILL STRIVE TO WIPE OUT RACISM IN SOUTHERN AFRICA. ARTICLE NOTED THAT YOUNG HAD CONDEMNED QUOTE INSTITUTIONALIZED VIOLATION OF HUMAN RIGHTS UNQUOTE AND INDICATED THAT CURRENT DEBATE ON SOUTHERN AFRICA COULD TURN INTO TEST OF US AFRICAN

POLICY. ANOTHER ITEM REPORTED ON US PROPOSAL THAT SECURITY COUNCIL PLEDGE COLLECTIVE EFFORT TO ELIMINATE SOUTH AFRICA'S APARTHEID POLICY OF RACIAL SEPARATION. PRESS HAS RUN PROFILES OF YOUNG CITING HIS OUTSPOKENNESS AND PLEASING SENSE OF HUMILITY.

CONFIDENTIAL

NNN

CONFIDENTIAL

PAGE 01      GEORGE 00643 02 OF 02 301119Z  
ACTION ARA-10

INFO OCT-01 IO-13 ISO-00 USIA-06 CIAE-00 DODE-00 PM-04  
H-01 INR-07 L-03 NSAE-00 NSC-05 PA-01 PRS-01  
SP-02 SS-15 AID-05 TRSE-00 OMB-01 DHA-02 /077 W  
-----301139Z 049458 /22

R 291900Z MAR 77  
FM AMEMBASSY GEORGETOWN  
TO SECSTATE WASHDC 4416  
INFO AMEMBASSY BRASILIA  
AMEMBASSY CARACAS  
AMEMBASSY KINGSTON  
AMEMBASSY PARAMARIBO  
AMEMBASSY PORT OF SPAIN  
USMISSION USUN NEW YORK  
USIA WASHDC

C O N F I D E N T I A L SECTION 2 OF 2 GEORGETOWN 0643

USIA FOR ILA/EUBANK

5. PRESS TREATMENT OF US HAS NATURALLY REFLECTED GOG INTEREST IN POSSIBILITY OF INCREASED ECONOMIC AID. CHRONICLE OF MARCH 19 CARRIED LONG USIS ITEM ON AID DIRECTOR GILLIGAN'S COMMENTS ON ADMINISTRATION'S CONCEPT OF AID. ARTICLE REVEALED THAT AID WOULD BE AIMED AT INCREASING PRODUCTIVITY OF SMALL FARMERS IN DEVELOPING COUNTRIES AND ENCOURAGING DEVELOPING COUNTRIES' USE OF LIGHT-CAPITAL TECHNOLOGIES. SECRETARY VANCE'S ASSERTION THAT BASIC GOAL OF US AID POLICY IS TO ACHIEVE NEW INTERNATIONAL ECONOMIC ORDER APPEARED IN PRESS.

6. VARIOUS ARTICLES THROUGHOUT FEBRUARY AND MARCH REPORTED CALLS FOR REPLENISHMENT OF INTER-AMERICAN DEVELOPMENT BANK (IDB) AND NOTED TRENDS TOWARDS AID BEING GIVEN THROUGH INTERNATIONAL MONETARY INSTITUTIONS. IT WAS POINTED OUT THAT GUYANA HAD RECENTLY JOINED THE

CONFIDENTIAL

CONFIDENTIAL

PAGE 02      GEORGE 00643 02 OF 02 301119Z

IDB. ARTICLES CONCERNING INTERNATIONAL FINANCIAL INSTITUTIONS SUCH AS IDB AND INTERNATIONAL DEVELOPMENT ASSOCIATION (IDA) MAINTAINED THAT US WAS GIVING SUBSTANTIAL SUPPORT TO THESE ORGANIZATIONS. ANOTHER ITEM STATED THAT CARTER'S ECONOMIC ADVISERS BELIEVE THAT US SHOULD BE RECEPTIVE TO DEVELOPING COUNTRIES' DEMANDS FOR COMMON FUND TO FINANCE COMMODITY AGREEMENTS.

7. SINCE PRESS CAMPAIGN HAS BEEN INITIATED, REPORTS OF DEVELOPMENTS POTENTIALLY DAMAGING TO US-GUYANA RELATIONS HAVE BEEN DOWNPLAYED IN PRESS. REPORT OF US PRESS ALLEGATIONS THAT BURNHAM HAD RECEIVED CIA PAYMENTS AND GOG DENIAL OF ALLEGATIONS WERE BRIEF. CITIZEN OF MARCH 15 CARRIED BRIEF REUTER-CANA ITEM WHICH STATED ONLY THAT US RESTRICTION OF SUGAR IMPORTS COULD BE FOREIGN POLICY PROBLEM FOR CARTER ADMINISTRATION.

8. VARIOUS OTHER BRIEF USIS ITEMS HAVE DEALT WITH SUBJECTS SUCH AS US ROLE IN MAR DEL PLATA WATER CONFERENCE. REUTER-CANA AND AP REPORTS OF US SOCIAL AND CULTURAL DEVELOPMENT OFTEN APPEAR IN PRESS.

9. THIS FOCUS ON US IN PRESS IS REFLECTED IN RADIO NEWS AND COMMENTARY WHICH EMPHASIZES RIPE ATMOSPHERE FOR IMPROVEMENT IN US-GUYANA RELATIONS BUT SUBTLY INDICATES THAT RAPPROCHEMENT MUST BE GRADUAL AND SHOULD NOT BE VIEWED UNCRITICALLY.

10. COMMENT: GOG PRESS CAMPAIGN TO REHABILITATE IMAGE OF US APPEARS TO BE WELL RECEIVED BY PUBLIC, IMPORTANT SECTORS OF WHICH WERE ALREADY FAVORABLY DISPOSED TOWARDS US. IN FOCUSING ON TOPICS OF SPECIAL INTEREST TO GOG SUCH AS SOUTHERN AFRICA, HUMAN RIGHTS, RELATIONS WITH CUBA, AND ECONOMIC AID, CAMPAIGN HAS ACCURATELY DEPICTED TENETS OF CARTER ADMINISTRATION'S FOREIGN POLICY. SINCE PRESS TREATMENT HAS NOT FOCUSED ON US-GUYANA  
CONFIDENTIAL

CONFIDENTIAL

PAGE 03      GEORGE 00643 02 OF 02 301119Z

RELATIONS--EXCEPT FOR TWO ARTICLES ON WILLS' VISIT PREVIOUSLY REPORTED--CAMPAIGN HAS NOT RAISED EXPECTATIONS, BUT IT HAS BEGUN TO CREATE ATMOSPHERE IN WHICH GOG COULD REVEAL FUTURE SUBSTANTIVE DEVELOPMENTS IN RELATIONS WITHOUT SEEMING TO BE MAKING PRECIPITIOUS REVERSAL OF PREVIOUS POLICY. MEDIA COVERAGE REVEALS

THAT GOG MAINTAINS A CAUTIOUS BUT HOPEFUL ATTITUDE  
TOWARDS US.

11. PRESS CAMPAIGN SEEMS TO HAVE ALREADY HAD DESIRED  
EFFECT OF PRESENTING MORE BALANCED COVERAGE OF US AND  
SOCIALIST COUNTRIES IN ORDER TO STRESS GOG'S NON-  
ALIGNMENT. MANY PEOPLE, INCLUDING SOME GOG OFFICIALS,  
HAD FELT THAT THE PRESS DURING OCTOBER -FEBRUARY PERIOD  
HAD GIVEN THE PUBLIC THE IMPRESSION THAT GOG WAS  
ALIGNING WITH THE COMMUNIST COUNTRIES. THE INCREASED  
USE OF USIS ITEMS HAS CORRESPONDED TO  
DECREASE IN APPEARANCE OF ARTICLES BY SOVIET APN NEWS  
AGENCY AND CUBAN PRENSA LATINA.  
BLACKEN

CONFIDENTIAL

NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01-Jan-1994 12:00:00 am  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** PRESS COMMENTS, FOREIGN RELATIONS  
**Control Number:** n/a  
**Copy:** SINGLE  
**Sent Date:** 29-Mar-1977 12:00:00 am  
**Decaption Date:** 01-Jan-1960 12:00:00 am  
**Decaption Note:**  
**Disposition Action:** RELEASED  
**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:** 25 YEAR REVIEW  
**Disposition Date:** 22 May 2009  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1977GEORGE00643  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** GS  
**Errors:** N/A  
**Expiration:**  
**Film Number:** D770108-1215  
**Format:** TEL  
**From:** GEORGETOWN  
**Handling Restrictions:** n/a  
**Image Path:**  
**ISecure:** 1  
**Legacy Key:** link1977/newtext/t19770312/aaaaaket.tel  
**Line Count:** 238  
**Litigation Code IDs:**  
**Litigation Codes:**  
**Litigation History:**  
**Locator:** TEXT ON-LINE, ON MICROFILM  
**Message ID:** e2b001b0-c288-dd11-92da-001cc4696bcc  
**Office:** ACTION ARA  
**Original Classification:** CONFIDENTIAL  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 5  
**Previous Channel Indicators:** n/a  
**Previous Classification:** CONFIDENTIAL  
**Previous Handling Restrictions:** n/a  
**Reference:** 77 GEORGETOWN 435  
**Retention:** 0  
**Review Action:** RELEASED, APPROVED  
**Review Content Flags:**  
**Review Date:** 05-Nov-2004 12:00:00 am  
**Review Event:**  
**Review Exemptions:** n/a  
**Review Media Identifier:**  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**SAS ID:** 2968156  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** GOG PRESS TREATMENT OF US  
**TAGS:** PROP, SOPN, GY, US  
**To:** STATE  
**Type:** TE  
**vdkgvwkey:** odb://SAS/SAS.dbo.SAS\_Docs/e2b001b0-c288-dd11-92da-001cc4696bcc  
**Review Markings:**  
Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
22 May 2009  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009